



# LANCÔME

Concept & copy for the Mascara Wardrobe campaign 2024

— PROJECT NAME  
Mascara wardrobe

Lancôme aimed to increase local relevancy in the Nordics for its brand – and mascara category – by creating a locally produced campaign for its five pillar mascaras. The goal? To snag the No.1 mascara position in the Nordics.

— PLACEMENTS  
SoMe, OOH, print, eCom

By taking the working name "wardrobe", we turned it into an actual wardrobe and the overall concept for the campaign. We developed and assigned a mascara 'personality' to each of our 5 models, to help communicate the different mascara USPs, in combination with a Nordic look and feel, to increase relevancy and relatability.

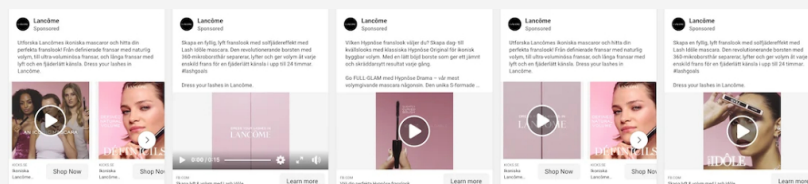
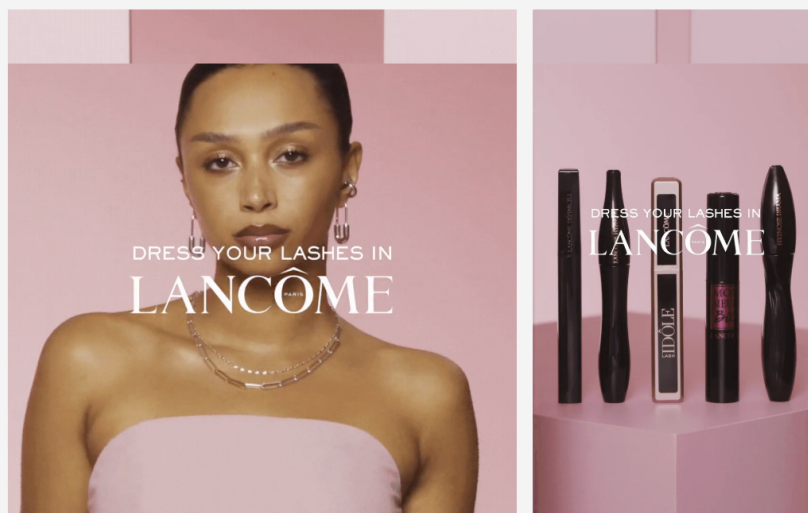
— ROLE  
Concept  
Copy

I developed the overall tagline for the campaign, *Dress your lashes in Lancôme*, and the supporting tagline, *An iconic mascara for every mood*, along with all copy for OOH, print, eCom and SoMe.

— DATE  
01/07/2024

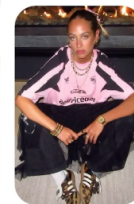
## Gallery

Steve Teeple (better known as Teeps) is a digital artist currently residing in the city of Los Angeles, CA where he dreams of vast 3D worlds and mind bending characters.





## The Cool Girl



### OVERVIEW

- **Mascara personality:** Lash Idôle
- **Makeup:** trendy, cool, beauty influencer
- **Hair:** effortless and edgy
- **Styling:** relaxed, trendy (y2k), jeans, street style-inspired look, tattoos (?)
- **Attitude:** young, confident, easy-going, a bit aloof
- **Accent color:** light dusty pink

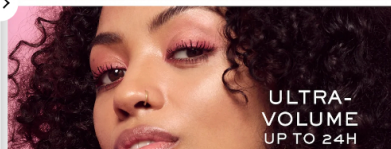
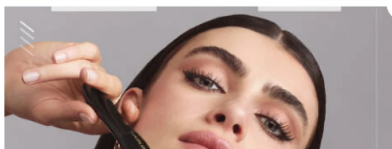
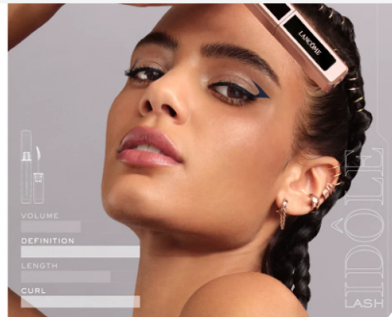
The COOL GIRL is something of a style chameleon, who manages to pull off any look – from put together to “wake up like this” – with an air of effortlessly cool. She is trend-savvy and confident displaying an almost aloof exterior, which sometimes make her seem unapproachable. But if you earn her friendship, she is the funniest person on the planet.

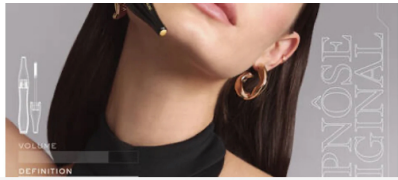
SEPARATED, LIFTED & VOLUMINOUS LASHES  
feather-light feel



### Before/After

To the left we see the DMI material from the global campaign, and on the right, the result how we reinterpreted it for the Nordic market.







## YSL BEAUTY

Copy for Nordic digital launch campaign

— PROJECT NAME  
MYSLF EdP launch

YSL Beauty came out with their biggest fragrance launch of the year, their first woody floral masculine fragrance, MYSLF.

— PLACEMENTS  
SoMe, Youtube,  
Tinder

I wrote English supporting copy for the digital campaign, launched in Sweden, Denmark, Norway and Finland.

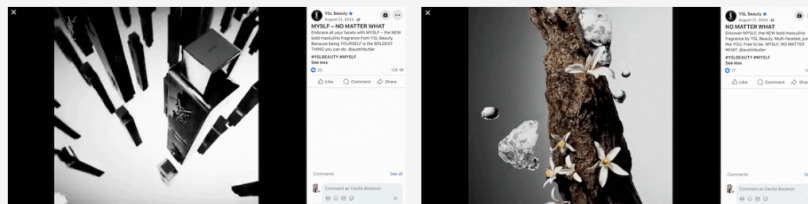
— ROLE  
Copy  
Asset selection

The challenge consisted in conveying the fragrance composition with very little background material at hand, resulting in hours spent on Fragrantica and Reddit to get a better feel for the unique fragrance notes. Instead, I focused on empowering, more emotional messaging.

— DATE  
01/09/2023

Placements included Meta, TikTok and Youtube, as well as Tinder.

### Gallery



**YSL Beauty**  
Sponsored

MYSLF, the new refillable masculine fragrance by YSL Beauty, is a nuanced interplay between flowers and wood. The result is a clean, fresh opening with a sensual drydown. Multi-faceted, just like you, and @austinbutler.

#yslbeauty #myslf

**YSL Beauty**  
Sponsored

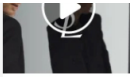
MYSLF, the new refillable masculine fragrance by YSL Beauty. Reducing your environmental impact has never been easier.

#yslbeauty #myslf

**YSL Beauty**  
Sponsored

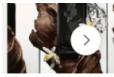
Sensitive and unapologetic, confident but approachable. MYSLF by YSL Beauty is a balanced union between orange blossoms and wood. A clean, versatile fragrance that is both fresh and sensual. @austinbutler

#yslbeauty #myslf



KICKS DE  
MYSLF - NO  
MATTER WHAT

[Shop Now](#)



KICKS DE  
NEW  
STATEMENT...

[Shop Now](#)



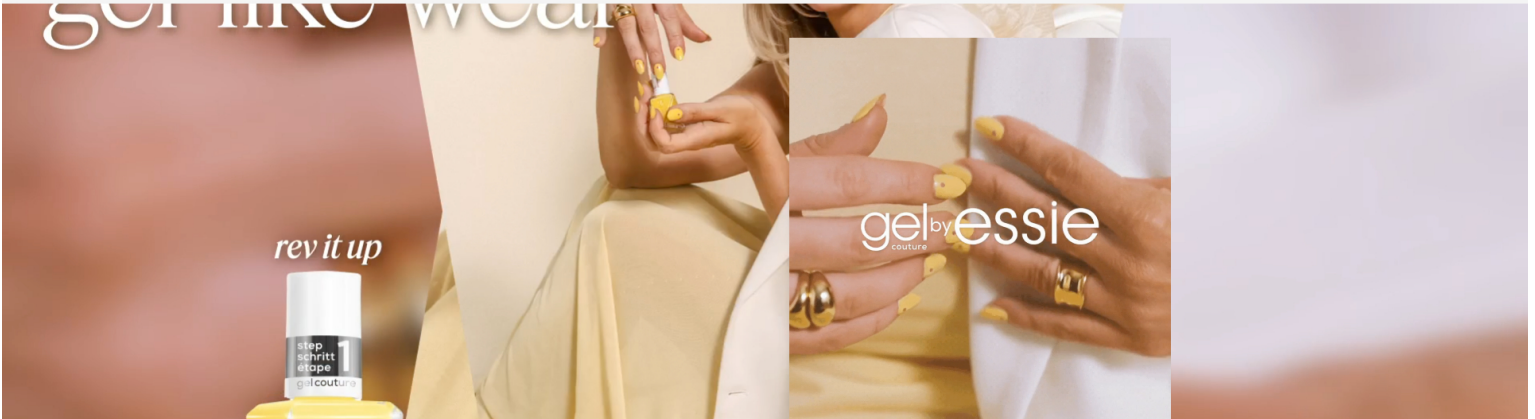
FE.COM  
MYSLF - NO MATTER WHAT

[Learn more](#)



FE.COM  
MYSLF - NO MATTER WHAT

[Learn more](#)



## showcase: essie

— PROJECT NAME  
essie  
gel couture by essie

— ROLE  
Copywriting  
Art Direction  
Branding

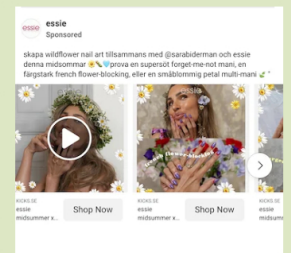
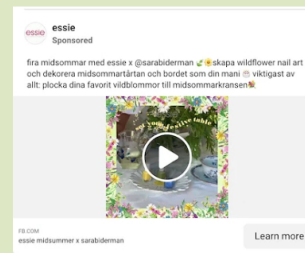
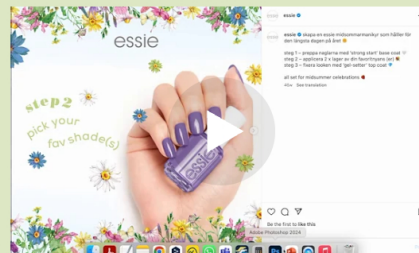
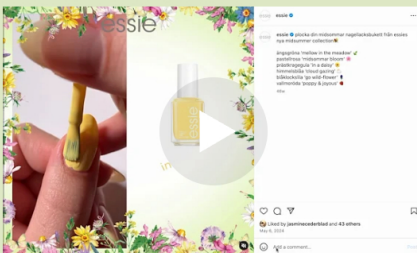
— DATE  
2022 – 2025

I've worked a lot with essie nail polish over the past few years, including new product launches and seasonal campaigns, such as the Midsummer campaign – the biggest nail moment of the year for the Nordics.

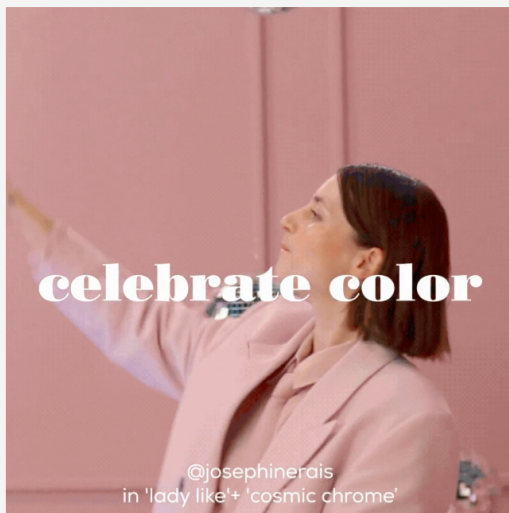
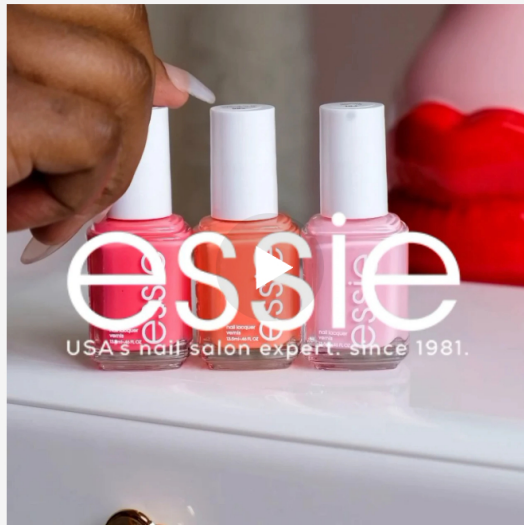
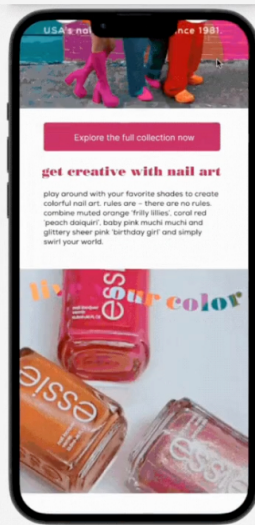
essie's tone of voice is confident and playful with a cheeky twist, filled with beauty puns. ( think: Sleigh your mani, nailed it, mani-fest your style). I usually write English supers and then local language (SE) for the body copy – with some keywords kept in English.

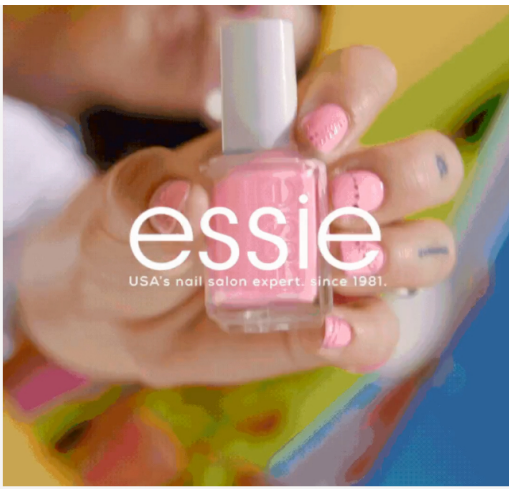
Having developed expert knowledge of the brand and its identity over the years, I usually work closely with the Art Director developing the storytelling in both visuals and copy, and tying the concept together.

**essie midsummer 2024**  
Pick your nail polish bouquet in a meadow full of wildflowers.



**more projects**  
a selection of projects from 2022-2025







## L'Oreal Men Expert

Copy and art direction

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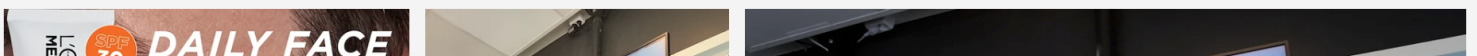
— PROJECT NAME  
Project title

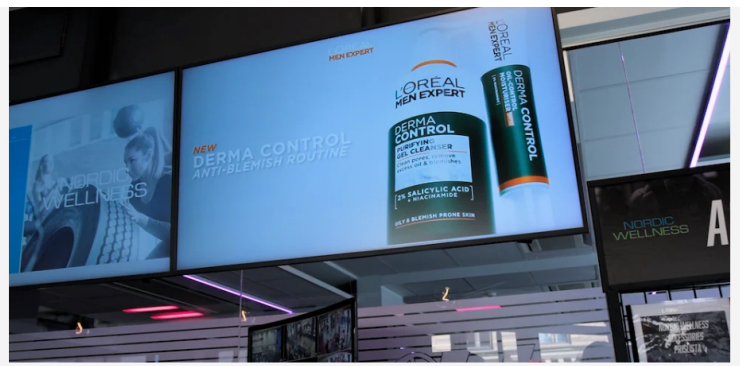
Being one of the first Men Expert campaigns to land on our table, the Art Director/Content Creator we worked closely together to shape the visual flow

— ROLE  
Art Direction  
Graphic Design  
Branding

Alternatively, you can of course use this block for your about page too, listing skills and links on the left, and using this part here for your bio. Just click in here to edit & style the text. Super simple.

— DATE  
20/05/2019





**L'Oréal Paris**  
Sponsored

The struggle is real. Chill bro, we've got your back! 🧊 Try the new Derma Control Anti-Blemish routine for oily, blemish-prone AND sensitive skin.

Use the Purifying Gel Cleanser + Oil-Control Moisturiser SPF30 daily. Hit the 2-in-1 S.O.S Spot Paste when needed to tackle the most stubborn impurities. 🧴

MATAS.DK  
New Derma Control Anti-...

[Shop Now](#)

MATAS.DK  
Step 1 - Cleanse

[Shop Now](#)

MATAS.DK  
Derma C Purifying

**L'Oréal Paris**  
Sponsored

Blemishes? WE'VE GOT YOUR BACK! Try the new Derma Control Anti-Blemish routine! 🧊 Reduces blemishes by 51% and pimples by 43%.\*

- 🧴 STEP 1: Wash your face with the Purifying Gel Cleanser
- 🧴 STEP 2: Hydrate with the Oil-Control Moisturiser SPF30

S.O.S? 🧴 Hit the S.O.S Spot Paste to fade even the most stubborn ...

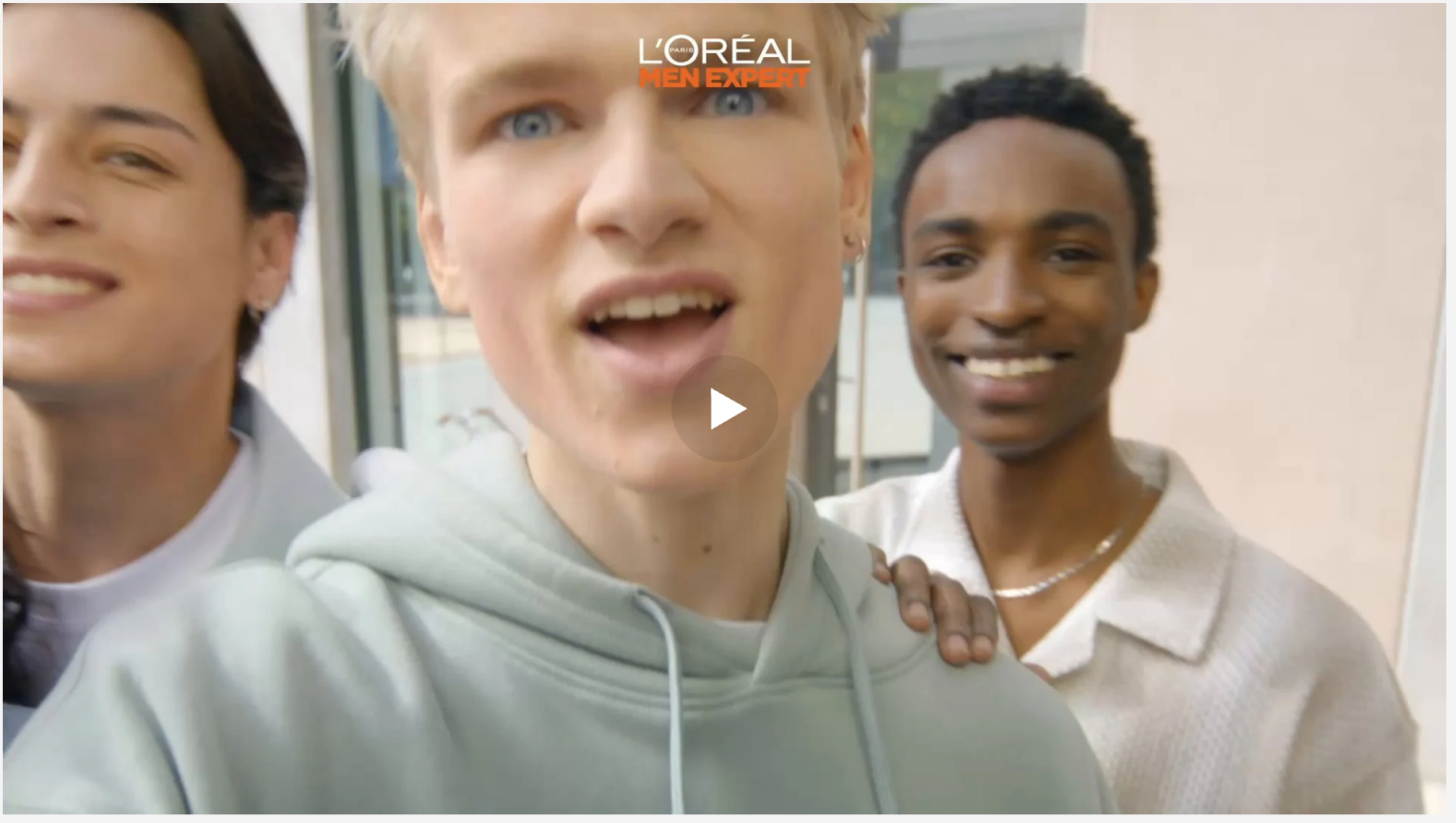
[Learn more](#)

**L'Oréal Paris**  
Sponsored

Bust that breakout with the new Derma Control Anti-Blemish routine! 🧊 Take control of blemishes in just 7 days.

For skin that feels hydrated, rebalanced and clear.🧊 Derma drama under derma control. 🧴

[Learn more](#)



12H

12H

# PRIME CRIME

*lineup*



1H

1H



nyxcosmeticsnordics [Follow](#)

...



nyxcosmeticsnordics [Beauty's Most Wanted!](#) 📺🚗 Catch these beauty bandits at LYKO with unbeatable offers right now! [Spoiler alert] Guilty as charged 🙌

👉 Plump Right Back Primer + Serum – accused of gripping & hydrating glow for a plump radiant look all day. Good for dry skin.

👉 Pore Filler Primer Pore + Filler Stick – accused of stealing pores & blurring imperfections with a soft-focus effect. Good for oily skin.

👉 The Marshmallow Smoothing Primer – accused of smoothing skin and keeping makeup fresh for up to 16 hours. Good for uneven, textured skin & fine lines.

36w



53 likes

July 18, 2024



Add a comment...

Post




# YSL BLACK OPIUM OVER RED

Copy and asset selection for the digital campaign  
Q4 2024

**YSL Beauty**  
Sponsored

Find the most sophisticated gifts in the BLACK OPIUM collection by Yves Saint Laurent. THE NIGHT IS OURS.




FB.COM  
BLACK OPIUM by YSL

Learn more

**YSL Beauty**  
Sponsored

Indulge in BLACK OPIUM OVER RED by Yves Saint Laurent. A hypnotic incarnation of the iconic coffee-floral fragrance with fruity cherries to awaken your senses.




FB.COM  
THE NIGHT IS OURS

Learn more

**YSL Beauty**  
Sponsored

Shop Black Opium Over Red. Dark black coffee and a smooth vanilla infusion, dipped in a juicy cherry accord.


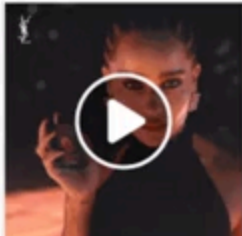


FB.COM  
Black Opium Over Red  
Yves Saint Laurent

Learn more

**YSL Beauty**  
Sponsored

Match your BLACK OPIUM fragrance with desirable YSL Beauty icons to own the night this holiday season. THE NIGHT IS OURS.

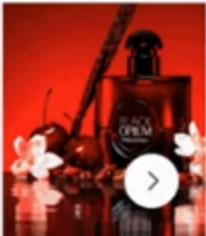
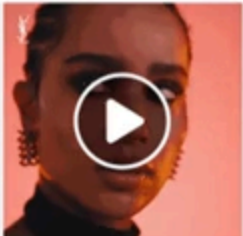


KICKS.SE  
LUXURIOUS  
GIFT IDEAS

Shop Now

**YSL Beauty**  
Sponsored

Experience the thrill of BLACK OPIUM OVER RED. The distinctive black coffee, juicy cherries and white petals cast a hypnotic spell. Daring. Fruity. Addictive.



KICKS.SE  
BLACK OPIUM  
FRAGRANCES

Shop Now

KICKS.SE  
BLACK OPIUM  
OVER RED

Shop Now

KICKS.SE  
AN ADDICTIVE  
CHERRY...

Shop Now

GIORGIO ARMANI



# ARMANI ACQUA DI GIÒ EDT / PROFONDO

Copy and asset selection for the digital campaign

Q2 2023

**Armani beauty**  
Sponsored

Giorgio Armani presenterar ikoniska ACQUA DI GIÒ EDT i en ny påfyllningsbar flaska, som speglar vår önskan om en hållbar framtid. En tidlös maskulin doft skapad för att hålla.



NYA 2023  
Nya Acqua di Giò EDT


Shop Now

NYA 2023  
Skapad för att hålla

Shop Now

**Armani beauty**  
Sponsored

Omfärens havets mysterier med den nya ACQUA DI GIÒ PROFONDO PARFUM. Utmat friskhet och värme förenas med Giorgio Armanis ikoniska marina signatur. Resultatet är en fängslande akvatisk doft som tar dig till nya okända djup.





FB.COM  
Nya Acqua di Giò Profondo

Learn more

**Armani beauty**  
Sponsored

Utforska djupa, intensiva dofttröter med nya ACQUA DI GIÒ PROFONDO PARFUM. Giorgio Armanis ikoniska marina signatur förenas med ultimate friskhet och värme. Resultatet är en fängslande maskulin parfym - hans nya sommar doft.



NYA 2023  
Acqua di Giò Profondo



Shop Now

NYA 2023  
Inspired av havets vågor

Shop Now

**Armani beauty**  
Sponsored

ACQUA DI GIÒ EDT är en tidlös akvatisk doft som förmedlar den uppväckande kraften av havet och en medelhavsbris mot solkyssat hud. Nu i en påfyllningsbar flaska. En doft att bära för livet och din signaturdoft till sommaren.



NYA 2023  
Nya Acqua di Giò EDT

Shop Now

NYA 2023  
Skapad för att hålla

Shop Now

**Armani beauty**  
Sponsored

Ikoniska ACQUA DI GIÒ EDT förevas i en ny påfyllningsbar flaska som speglar Giorgio Armanis önskan om en hållbar framtid. En tidlös doft, och en perfekt komposition av salt och sött, att bära för livet.



FB.COM  
Ikoniska Acqua di Giò EDT

Learn more

**Armani beauty**  
Sponsored

Hitta den perfekta presenten med ACQUA DI GIÒ PROFONDO PARFUM från Giorgio Armani. En djup akvatisk doft som återspeglar havets okända djup och en sval Medelhavsbris. Som ett inkapslat semesterminne.



FB.COM  
Presentidé | Acqua Di Giò Profondo Parfum

Learn more

**Armani beauty**  
Sponsored

Den intensiva friskheten gör ACQUA DI GIÒ PROFONDO PARFUM till den perfekta sommarpresenten. Giorgio Armani presenterar en helt ny tolkning av de ikoniska signaturackorden i ACQUA DI GIÒ - hans nya favoritdoft.



FB.COM  
Presentidé | Acqua Di Giò Profondo Parfum


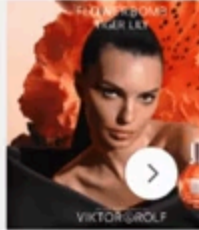


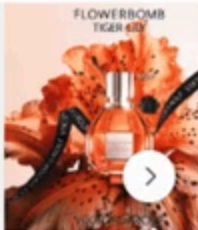
Learn more

# VIKTOR & ROLF FLOWERBOMB TIGER LILY

Copy and asset selection for the digital campaign

Q4 2024



<p><b>Viktor&amp;Rolf Fragrances</b> Sponsored</p> <p>Embrace fearless sensuality with the new FLOWERBOMB TIGER LILY EAU DE PARFUM. The precious solar scent is enclosed in an amber edition of the emblematic facon. Wild feminine energy encapsulated.</p>   <p>KICKS.SE New Flowerbomb... <a href="#">Shop Now</a></p>	<p><b>Viktor&amp;Rolf Fragrances</b> Sponsored</p> <p>Let your sensuality roar with the captivating new FLOWERBOMB TIGER LILY EAU DE PARFUM. A warm solar burst, mingling wild Tiger Lily with sumptuous coconut milk and sensual mango.</p>  <p>FB.COM New Flowerbomb Tiger Lily EDP <a href="#">Learn more</a></p>	<p><b>Viktor&amp;Rolf Fragrances</b> Sponsored</p> <p>The new FLOWERBOMB TIGER LILY EAU DE PARFUM is a solar eruption and celebration of wild feminine energy. A fresh and beachy tropical fragrance destined to light up any room you walk into. Pick YOUR flower from the Flowerbomb tribe.</p>   <p>KICKS.SE New Flowerbomb... <a href="#">Shop Now</a></p> <p>KICKS.SE The iconic Flowerbomb... <a href="#">Shop Now</a></p>
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# VIKTOR & ROLF FLOWERBOMB XMAS

Copy and asset selection for the digital campaign  
Q4 2024

**Viktor&Rolf Fragrances**  
Sponsored

A winter fairy tale come true. Flowerbomb, iconic floral fragrances and the most enchanting gifts this holiday.

#ViktorAndRolf #ViktorAndRolfFragrances #Flowerbomb



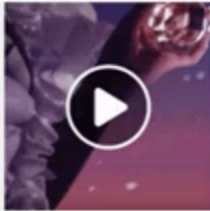
KICKS.SE  
Unwrap a magical holiday

Shop Now

**Viktor&Rolf Fragrances**  
Sponsored

Unwrap an enchanting Flowerbomb fairy tale where iconic fragrances sparkle with the wonder of the holiday season. The perfect gift for someone special.

#ViktorAndRolf #ViktorAndRolfFragrances #Flowerbomb




FB.COM  
Enchanting Flowerbomb gifts

Learn more

**Viktor&Rolf Fragrances**  
Sponsored

Step into an enchanting Flowerbomb fairy tale by Viktor&Rolf and discover haute-couture gifts for yourself and your loved ones.

#ViktorAndRolf #ViktorAndRolfFragrances #Flowerbomb



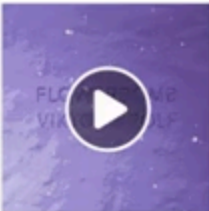
KICKS.SE  
An enchanting fairy tale

Shop Now

**Viktor&Rolf Fragrances**  
Sponsored

Unwrap the most enchanting gift, Flowerbomb by Viktor&Rolf this holiday. The iconic floral fragrance, as magical as a winter fairy tale.

#ViktorAndRolf #ViktorAndRolfFragrances #Flowerbomb



FB.COM  
Flowerbomb, the most enchanting gift

Learn more

MAYBELLINE  
NEW YORK

NEW  
LIFTER  
PLUMP

# MAYBELLINE NEW YORK LIFTER PLUMP

Copy and in-visual copy for digital campaign

Q2 2024

Maybelline New York  
Sponsored

Don't say we didn't warn you 🌶️ Förvandla läpparna med ett enkelt svep med nya Lifter Plump. 🌶️ Ger en omedelbar värmekänsla, slår ut läpplinjer och ger fylliga, glansiga läppar. Med XL-applikator. Finns i 8 heta nyanser. 🌶️

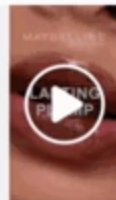


Warning! Nya Lifter Plump 🌶️

Learn More

Maybelline New York  
Sponsored

Warning: Intense heat. Lasting plump. 🌶️🌶️ Nya Lifter Plump läppglans ger en omedelbar värmekänsla och en långvarig plumpande effekt med glansig finish. Finns i 8 heta nyanser. 🌶️



Prova nya Lifter Plump 🌶️

Learn More

Maybelline New York  
Sponsored

WARNING! That's plumping HOT 🌶️🌶️ Nya Lifter Plump läppglans från Maybelline ger dig + 30% fylligare läppar\* omedelbart och över tid. Finns i 8 heta nyanser.

\*Kosmetoklinisk studie, n=55



HOT! 🌶️ Nya Lifter Plump

Learn More

Maybelline New York  
Sponsored

Skaffa en LIT läpplook med Lifter Plump för en långvarig plumpoeffekt 🌶️🌶️ Don't say we didn't warn you!

Finns i 8 heta nyanser.

Blush Blaze 🌶️  
Pink Sting 🌶️



COM  
Prova nya HETA Lifter Plump

Learn more

Maybelline New York  
Sponsored

Can you handle the HEAT? 🌶️🌶️ Skaffa + 30% fylligare läppar\* med nya Lifter Plump 🌶️ Formulerad med chilipepparextrakt, Maxi-Lip™ och hyaluronsyra för intensivt plumpande, glansiga läppar med långvarigt resultat. 🌶️

\*Kosmetoklinisk studie, n=55



WIKI SE  
Prova Lifter

Shop Now



WIKI SE  
Med plumpande

Shop No

Maybelline New York  
Sponsored

Warning! It's getting HOT in here 🌶️🌶️ Skaffa fylliga, glansiga läppar i ett svep med nya Lifter Plump - för intense heat och långvarig plumpande effekt. 🌶️

Har du provat någon av de 8 heta nyanserna? 🌶️🌶️🌶️

Really. Plumping. Hot. 🌶️



WIKI SE  
Nya Lifter

Shop Now



WIKI SE  
Omedelbar

Shop

MAYBELLINE  
NEW YORK



NOW BOARDING: LONGER-LOOKING LASHES

LASH SENSATIONAL  
**SKY HIGH**  
MASCARA



## CURL MANIFESTO

### HYLLA DET SOM GÖR DIG UNIK. ÄG DINA LOCKAR.

Hej,

Tack för att du vill vara delaktig i vår testpanel för Bangerhead x Kérastase Curl Manifesto!

#### OM CURL MANIFESTO

Kérastase Curl Manifesto är den professionella hårvårdsserien speciellt framtagen för dig med lockigt hår. Den unika formulan innehåller manukahonung, ceramid och glycerin som ger en perfekt kombination av återfuktning, definition och styrka. Resultatet är vackra, definierade och glänsande lockar.

#### OM RUTINEN



**BAIN HYDRATATION DOUCEUR**  
*Rengör skonsamt håret*

Blöt håret och massera varsamt in en liten mängd produkt i hårbotten. Skölj noggrant och upprepa. Andra schamponeringen ger ett rikligare skum, vilket hjälper till att rengöra längderna ända ut i topparna. Skölj ur.



**FONDANT HYDRATATION ESSENTIELLE**  
*Reder ut utan att tynga ner håret*

Krama ur håret och fördela en generös mängd balsam i längderna och topparna. Låt verka i 3-5 minuter. Skölj ur.




**GELÉE CURL CONTOUR LEAVE-IN**  
*Definierar och framhäver lockar*

**För vågigt hår:**  
Arbeta in 2-4 pumptryck i fuktigt eller torrt hår. Krama och definiera lockarna försiktigt med dina fingrar. Föna håret med en diffuser, eller låt håret lufttorka.

**För lockigt hår:**  
Efter valfri primer, applicera 2-4 pumptryck i sektioner. Snurra separata lockar med dina fingrar för att få fram form och definition. Styla som du önskar. Föna håret med en diffuser, eller låt håret lufttorka.

*Vi rekommenderar att du använder rutinen i 2-3 veckor för att kunna se resultat av hårvårdsserien.*

Vi hoppas att du tyckt om att vara med i vår testpanel!

Lots of love,   
Kérastase-teamet

Del av L'Oréal Group

#### OM ATT LÄMNA RECENSION

- Gå till Bangerhead för att lämna din recension
  - Kom ihåg att nämna att du deltagit i en testpanel
  - Inkludera gärna så mycket information som möjligt i din recension!
- En bra recension ska kunna ge andra en känsla för produkten. Berätta varför din just din upplevelse var bra eller dålig.